

# **Attachment B**

The attached stories are a sampling of what broadcasters have been doing only recently to serve their local communities, both on and off air.

These activities and efforts run the gamut. They range from free airtime to federal, state and local candidates and enhanced news coverage of the political process to charity drives and fundraisers for the needy to relief efforts for flood, storm and fire victims to blood drives and immunization fairs to on-air public service campaigns and programs on drug abuse to wall-to-wall storm coverage.

Belo Corporation, for example, recently announced that its television station group's *It's Your Time* program will offer free airtime for congressional and gubernatorial candidates for the seventh consecutive election cycle this fall, in addition to weekly political coverage prior to the general election which may include debates and interviews with local, state and federal candidates. Other station groups, including Post-Newsweek, Liberty, Scripps and Granite, have announced similar initiatives.

In another example of service to local communities, San Francisco radio station Energy 92.7 FM held a ceremony honoring local "Most Selfless People" who have dedicated themselves to the work of nonprofit organizations to turn a spotlight on people helping a range of causes. The station put out the call for submissions throughout the year and featured one story every week on air.

Just last week, seven Buffalo radio stations simultaneously aired, in morning drive time, a special radio spot aimed at raising awareness about the devastating effects of Shaken Baby Syndrome.

Nearly every Arizona television station, and some English and Spanish radio stations, joined together this month in a massive statewide simulcast of the documentary *Crystal Darkness* about methamphetamine addiction. Communities throughout the state held town-hall meetings for residents, schools held viewing sessions, and churches organized community gatherings to provide settings for discussion after the telecast. Phone banks were set up to take calls from anyone with questions or seeking help. Other cities have participated in the *Crystal Darkness* campaign with measurable success.

Sacramento CA television stations aired this same documentary this March, with stations featuring news stories about Meth addiction for the days leading up to the broadcast. Professional drug counselors were on hand to staff a call-in center following the program.

From on-air programs and free political time to off-air efforts such as blood, food and fundraising drives to storm tracking and disaster relief, the nation's radio and television stations present the finest of public service efforts to their local communities.

TVNEWSDAY

## BELO OFFERING FREE AIRTIME TO CANDIDATES

TVNEWSDAY, Apr. 21, 4:11 PM ET

*The station group makes it seven consecutive election cycles of providing time to congressional and gubernatorial candidates. Its stations will also televise at least one hour of political coverage each week in the six weeks prior to the general election on Nov. 4.*

By Staff

Belo Corp. announced Monday that it will offer the group's *It's Your Time* program offering free airtime for congressional and gubernatorial candidates for the seventh consecutive election cycle this fall.

It also announced election coverage plans, stating that Belo's news-producing stations will televise at least one hour of political coverage each week in the six weeks prior to the general election on Nov. 4.

The company's election coverage in 2008 may include debates, issue- and ad-watch programming and interviews with local, state and federal candidates. Debates and *It's Your Time* spots will be streamed and archived on Belo Web sites through Election Day.

In 2006, Belo stations broadcast more than 150 hours of election coverage from mid-September through Election Day in November, including several congressional and gubernatorial debates.

Candidates participating in *It's Your Time* each receive five minutes of free airtime four minutes to tell viewers why they should be elected and one minute to answer a question specific to the candidate's individual race.

In 2006, 146 qualified candidates for U.S. House, U.S. Senate and state gubernatorial offices participated in *It's Your Time*, receiving more than 13 hours of free airtime. Since the program's inception, Belo has provided free airtime to almost 700 candidates.

Belo's coverage plans prior to the election include:

News-producing television stations in Belo markets will broadcast at least one hour of issue- or candidate-centered election coverage per week. Most stories will be locally produced, with assistance from Belo's Capital Bureau in Washington, and will cover federal, state and local races.

Belo Web sites will make the information readily available to voters in each of Belo's markets. For example, candidate issue statements and question-and-answer sessions will be posted through Election Day, and e-town meetings will be hosted on several of Belo's Web sites, allowing voters to express their opinions and gather information on relevant local issues in an online setting. Belo Web sites also will provide voter registration information and links to helpful voting-related sites.

Belo's regional and local cable news channels will offer a variety of programming, including one-on-one candidate interviews, single-issue debates, and replays of *It's Your Time* segments and Belo election coverage.

## Radio stations target Shaken Baby Syndrome

Updated: 04/20/08 6:58 AM

<http://www.buffalonews.com/cityregion/buffaloerie/story/327509.html>

Seven local radio stations will simultaneously air a special radio spot Monday aimed at raising awareness about the devastating effects of shaking a baby, known as Shaken Baby Syndrome.

The 30-second segment will be broadcast at 8:58 a.m. Monday on WBEN-AM (930), WGR-AM (550), WKSE-FM (98.5), WLLK-FM (107.7), WTSS-FM (102.5), WWKB-AM (1520), WWWS-AM (1400), all Entercom Radio stations.

This event is part of a campaign by Upstate New York Shaken Baby Syndrome Education Program of Women and Children's Hospital of Buffalo.

Arizona Republic

# TV stations band together tonight against meth

## Broadcasters, state officials team up with massive simulcast

by **Lisa Nicita** - Apr. 15, 2008 06:30 PM  
The Arizona Republic

The phone usually rings for David Winn on Father's Day, and it did last year. Only it was not from his son, Robert, but about him.

Robert, high on methamphetamine, dived out of a third-story window and landed head first. David's only son was brain dead at age 38.

"Devastating," said David Winn, 58, of Prescott alley.

Robert's meth addiction is a snapshot of a statewide problem that is having far-reaching impacts on law enforcement, family life, neighborhoods and rehab facilities.

Now, Arizona broadcasters and police agencies are teaming up to do something about it.

Tuesday, nearly every network-affiliated or independent television station in the state will broadcast the documentary *Crystal Darkness*. A few radio stations, both English and Spanish, will also broadcast the program. *Crystal Darkness* DVDs will be shipped to remote areas where television service is spotty.

"We're trying to cover every base," said John Misner, general manager at Channel 12 (KPNX).

The air time has been donated. The cooperation among competing stations is unprecedented. The program has been broadcast previously in other cities and regions, but never statewide.

The half-hour telecast is meant to spur conversation, encourage people to seek help and shine a light on the leading drug law-enforcement problem in the country.

Communities throughout the state will hold town-hall meetings for residents, schools will hold viewing sessions, and churches have organized community gatherings to provide settings for discussion after the telecast. Phone banks will take calls from anyone who has questions or is seeking help.

The idea is to get people talking about methamphetamine.

## **Wide impact**

Meth has had a crippling impact, from dangerous labs that produce it to the crimes of those trying to support their habits. But understanding the magnitude of the drug's grip can be difficult for those unaffected by it.

Chris Crockett, commander of public affairs for Phoenix police, is well aware of meth's tremendous punch. Crockett said 60 percent of violent and non-violent crimes in Arizona are tied to meth, and nearly two-thirds of the state's child abuse and neglect cases are related to meth.

The show is geared to kids in their early teens, those in junior high and older. If it seems young, Robert Winn was 12 when he started using meth. He wasn't an anomaly.

In 2006, meth use among Arizona eighth-graders rose to 2.6 percent, according to local law-enforcement reports compiled by *Crystal Darkness*. Five percent of tenth-graders reported using meth, and 6.6 percent of high-school seniors used the drug.

Lee Pioske, executive director at the Phoenix-based Crossroads Inc. rehab facility, said statistics show that the drug is becoming more popular among young people.

Meth is a synthetic stimulant that makes users feel good and energized. It's made from amphetamine, and other household products.

Meth can be swallowed, smoked, injected and snorted. The drug releases high levels of dopamine, which stimulates brain cells and otherwise makes you happy. The high can last up to 24 hours.

A repeat meth user loses the ability to produce dopamine organically. The only way to reach that feeling is by using more meth.

When users are off the drug, they often experience depression. Robert Winn did. Even with several visits to rehab, he still returned to meth.

"The drug is so powerful," David Winn said. "It reaches in with a hand and grabs your mind. You almost need 24-hour supervision to get off that stuff."

## **Show's reach**

Arizona broadcasters are hoping the severity of the state's meth problem, and Tuesday's media blitz, will convince people to pay attention.

Other cities have participated in the *Crystal Darkness* campaign with measurable success. When the documentary aired in Las Vegas, it became the city's most-watched television program ever. About 200 calls poured into phone banks when the show aired in northern Nevada. And 100 calls were received the next day.

When the show aired on about six stations in San Diego in December, it reached 76,000 households, or about 13 percent of television-viewing households at the time, according to San Diego Drug Enforcement Administration spokesperson Eileen Zeidler.

Call centers received 471 calls that night. Months later, they are still getting calls requesting copies of the program on DVD.

Zeidler called the campaign a success but predicted the reaction in Arizona would be amplified because more broadcasters are involved.

Craig Allen, an associate professor at Arizona State University's Walter Cronkite School of Journalism and Mass Communication, said it's a nice thought to believe that a media blitz will force people to watch the program.

But he said that even a massive simulcast can't guarantee viewership. Too many people have too many other channels to choose from, not to mention the daily distractions of life, dinner, a long commute and family time, he said.

Allen said a simulcast might be more effective later in the evening, in prime time, once everyone is home from work, school and done with dinner.

Allen also questioned why crystal meth is receiving such attention, when there are equally troubling problems that need attention.

"If they do it for one, they need to do it for every other problem," Allen said, suggesting the issues of global warming and other substances that are abused. "That's not to undercut the problem. All the problems need equal consideration."

Crockett labeled the broadcast a "once in a lifetime" event, citing the cooperation among law enforcement, broadcasters, service providers and the community. Misner said he felt gratified just seeing every other general manager at competing television stations jump onboard.

"With many of us, there's so little we can do about the bad things that are happening," Misner said. "This is an actionable thing (we can do) . . . as broadcasters."

If you have questions or are in crisis, please call 888-METH-AID. The Crystal Darkness phone line is open until 11 tonight. If it's an emergency situation call 911.

**Reach the reporter at [lisa.nicita@arizonarepublic.com](mailto:lisa.nicita@arizonarepublic.com) or 602-444-8546**



## Local DJ stays awake for 175 hours



Story Created: Apr 9, 2008 at 2:38 PM MDT

By Kiersten Throndsen

 Video

BOISE - A local DJ has spent the past seven days awake and on the airwaves.

But there's more to this stunt. He wants to send a message.

"Sexual, physical and mental abuse - it's not something you walk around talking to people about," said local KISS Radio DJ Keke Love, who's stayed away for 175 hours.

The DJ opted to stay awake for that time period to promote a non-profit organization called Idaho's Heart, which is striving to build the Treasure Valley's first ever crisis nursery for parents struggling to care for their children.

The nursery would be modeled after one in Spokane that's open 24 hours a day, seven days a week and provides free care for children up to five years old.

"We hope to be where maybe child protection says yeah there is something where this family needs this help but it's not serious enough where the child would be removed, that's where we would get referrals from the state," said Sunny Reed of Idaho's Heart.

Health and Welfare said last year there were 1,997 physical abuse cases reported and almost 5,500 cases of child neglect. That number has grown by almost 900 in the last three years.

Radio officials say they've received numerous calls from listeners who want to help.

For information: <http://www.idahosheart.org/index.htm>



### **Boise is Local**

RBR's consistent call for station promotions demonstrating the value of local radio, Peak Broadcasting's 103.3 Kiss Fm Radio is going for a record. Afternoon host and program director KeKe Luv (Steve Kicklighter) will broadcast for 175 consecutive hours (7 days) without sleep to mark April as child abuse prevention month while raising money and awareness for this significant local cause. Ms. Sunny Reed, Executive Director of Idaho's Heart said "The Safe Haven Crisis Nursery is modeled after very successful programs offered in many different states. By supporting parents in any type of crisis we can prevent our children from being harmed. The most important part of starting this nursery and preventing child abuse in general is getting the word out to the concerned public about abuse and how it can be stopped. We are very pleased to be teaming up with 103.3 KISS FM and KeKe Luv to bring awareness to such a serious public issue"

**RBR observation:** Congratulations to Peak Broadcasting's Sr. VP Kevin Godwin and his entire staff for doing not just talking. For a listen to the 103.3 Kiss Fm Radio on-air promotion go to [RBR.com](http://RBR.com) Media Center.

## **Hearst-Argyle Sacramento stations to air meth documentary**

The methamphetamine crisis is gripping Sacramento and the whole region and is "threatening to destroy the fabric of our society," says Hearst-Argyle's KCRA 3 and KQCA My58 TV and other local television stations who will air a documentary called "Crystal Darkness." The 30-minute documentary filmed in Northern California tells powerful stories of young people who have gone through the dark and lonely depths of Meth addiction. The program features heart-wrenching stories from victims of Meth addiction told with raw honesty about their personal tragedy. The program will air on Wednesday at 6:30 p.m. on both KCRA 3 and KQCA My58 TV. The KCRA 3 News team will also feature news stories about Meth addiction for the days leading up to the broadcast of the documentary. Professional drug counselors will be on hand to staff a call-in center and answer calls from the community following the program.

12:48 pm, March 3, 2008

## **Radiothon raises \$2.3 million for Salvation Army**

By [Sherri Begin](#)

The **Salvation Army Eastern Michigan Division and WOMC FM 104.3** raised \$2.3 million during the annual Dick Purtan Radiothon.

That amount was just shy of the \$2.4 million the 16-hour event brought in last year.

Proceeds from the radiothon, which featured Purtan broadcasting live from **Oakland Mall** in Troy, benefit the Salvation Army's Bed and Bread program.

The program provides food, shelter and other emergency services.

The Salvation Army said in a release that it provides over 4,900 meals each day to the hungry at shelters and through food pantries, and by deliveries to some of the Detroit area's poorest neighborhoods.

The Bed and Bread program also provides shelter for 565 men, women and children each day.

Excerpts from AP story [full text below]: "Weather conditions were ripe for tornadoes and forecasters were ready with warnings and in many hard-hit areas, sirens and TV warnings were credited with helping keep the death toll from being even worse."

## **Southern Towns Look to Cleanup, Recovery**

By DAN SEWELL – 1 hour ago

LAFAYETTE, Tenn. (AP) — County Mayor Shelvy Linville could only shake his head at the horrific toll left by a deadly series of tornadoes that pounded across the South.

"It really is unbelievable that Mother Nature can create that much devastation," he said Wednesday evening at his Macon County home. "We need your prayers."

Before rebuilding can begin, residents must first tackle cleanup in this northern Tennessee community and in the others where dozens of tornadoes ripped across Arkansas, Mississippi, Tennessee, Kentucky and Alabama, killing at least 55 people and injuring hundreds more in the nation's deadliest set of twisters in more than two decades.

"I'm surprised that I'm alive," said Tolia Sorrells, 24, who survived one twister that left only parts of two walls standing in her home. A gash on her head required eight staples at a hospital to close.

Federal and state emergency teams poured into the hardest-hit areas, along with utility workers and insurance claims representatives. Hundreds of homes were demolished across the region and officials were only beginning to tally how much the tornadoes would cost.

President Bush, who said he called the governors of the affected states to offer support, plans to come to Tennessee on Friday. "Prayers can help and so can the government," Bush said.

Thirty-one people were killed in Tennessee, 13 in Arkansas, seven in Kentucky and four in Alabama, emergency officials said. It was one of the 15 worst tornado death tolls since 1950, and the nation's deadliest barrage of tornadoes since 76 people were killed in Pennsylvania and Ohio on May 31, 1985.

Among the most remarkable survival stories: in Castalian Springs, Tenn., a baby was discovered unscathed in a field across from a demolished post office. A bystander swaddled the crying child in his shirt. There was no word on the child's parents' fates.

"He had debris all over him, but there were no obvious signs of trauma," said Ken Weidner, Sumner County emergency management director.

The National Weather Service issued more than 1,000 tornado warnings from 3 p.m. Tuesday to 6 a.m. Wednesday in the 11-state area where the weather was heading. The Storm Prediction Center in Norman, Okla., put out an alert six days in advance.

There were no comprehensive estimates yet on damages, but the tornadoes' paths left behind flattened streets and treelines, shredded mobile homes, flipped-over tractor-trailers and trucks, and concrete floors where homes, garages and carports once stood.

Tennessee Gov. Phil Bredesen, who viewed the northern Tennessee damage by helicopter, said after his aerial tour: "It looks like the Lord took a Brillo pad and scrubbed the ground."

**Weather conditions were ripe for tornadoes and forecasters were ready with warnings and in many hard-hit areas, sirens and TV warnings were credited with helping keep the death toll from being even worse.**

In the mostly rural area of Lafayette, there are no tornado sirens. Linville, the county mayor, said he didn't think they would have made much difference because of the way the 23,000 residents are spread out.

"You don't really think it's going to hit you until you realize it's on top of you, then it's too late," he said.

Just outside town, Melissa Bryant watched as friends picked through the heavily damaged home where her 78-year-old mother Dorothy Collins survived in a bathroom.

"It's devastating and terrible," Bryant said. "But she's very lucky; she's alive."

The two-story garage was gone, and in a yard filled with debris, the bellows of a bull that neighbors said had been injured by a fallen tree could be heard from hundreds of yards away.

Students took cover in dormitory bathrooms as the storms closed in on Union University in Jackson, Tenn. More than 20 students at the Southern Baptist school were trapped behind wreckage and jammed doors after the dormitories came down around them.

With five minutes' warning from TV news reports, Nova and Ray Story huddled inside their home outside Lafayette and came out unscathed. But nearby, their uncle, Bill Clark, was injured in his toppled mobile home.

They put him in the bed of their pickup to take him to a hospital, and neighbors with chain saws tried to clear a path. What normally would have been a 30-minute drive to the

hospital took well more than two hours because the roads were clogged with debris. Clark died on the way.

"He never had a chance," Nova Story said. "I looked him right in the eye and he died right there in front of me."

Sorrells, who with her mother and her mother's boyfriend filled garbage bags with belongings pulled from the rubble of her home Wednesday evening, said she was sitting on her couch watching storm coverage on television and talking with her mother by cell phone when the power abruptly went out.

"Something is hitting the house," she told her mother. Then, "It's here!"

The next thing she knew, she said, "I was looking up at sky."

*Associated Press writers Jon Gambrell in Atkins, Ark.; Holbrook Mohr in Jackson, Miss.; Seth Borenstein in Washington, D.C.; Murray Evans in Oklahoma City; Ryan Lenz in Lafayette, Tenn.; and Woody Baird in Memphis, Tenn., contributing to this report.*

## **Tornados Hit The Southeast; Radio Responds**

Strong storms that created numerous tornado's struck the Southeastern U.S. YESTERDAY. ARKANSAS, TENNESSEE and MISSISSIPPI were hardest hit, with 47 fatalities reported.

In times of local crisis, radio always jumps in to help. THOMAS MEDIA RADIO GROUP/JACKSON, TN OM SHANE CONNOR told ALL ACCESS, "We simulcast wall-to-wall coverage on all five of our stations last night -- WFKX, WHHM, WJAK-A, WWYN and WZDQ. We were live with instant weather alerts, reports from emergency management personnel, and listener calls and reports from all over WEST TENNESSEE. Our coverage began with the first watch yesterday afternoon and continued until all warnings had expired after midnight. We then aired a 20-minute press conference by the JACKSON-MADISON COUNTY Emergency Management Agency this morning at 8a to update everyone on the situation and relief effort."


The stations established the WEST TENNESSEE TORNADO RELIEF FUND this morning at all WEST TENNESSEE REGIONS BANK locations. All help is being asked to be made in monetary form to this fund.



» **Good Deeds Well Done:** Kudos to the crew at **Cox Radio News/Talker WDBO/Orlando**, as the station's recent holiday fundraiser netted more than \$200,000 in donations to the Russell Home For Atypical Children. The non-profit group has been in continuous operation for more than 50 years, assisting severely handicapped children in Central Florida. "We are delighted that our listeners have, once again, helped us help this worthwhile organization in such a big way," said WDBO PD **Steve Holbrook**.



**Virginia Blood Services and Cox Radio-Richmond partner in record setting blood drive**  
***Blood drive raises more blood than any other in Richmond***

 | Thursday, January 10, 2008

RICHMOND, VA – JANUARY 9, 2008 - Virginia Blood Services and Cox Radio-Richmond partnered together on Monday, January 7th for a record setting blood drive raising 322 qualified blood donations.

January is an important time of year when the area's blood supply is always at its lowest. The blood bank had a critically low state of O positive and B negative blood. After this one blood drive, Virginia Blood Services now has an acceptable level of both blood types.

"It was the most successful blood drive in Virginia Blood Services history in Richmond," said Nancy Conry, Director of Public Relations for Virginia Blood Services.

All four of Cox Radio-Richmond's stations supported the blood drive, including 96.5 the Planet, Y101.1, K95 and Mix 103-7.

"This event really shows how all of our listeners are willing to help when the community needs it most," said K95 program director Buddy Van Arsdale. "I was proud to see how our staff was able to work together to create such a flawless event."

<http://www.poynter.org/column.asp?id=2&aid=134342>

by Al Tompkins

## Radio in a Time of Need

Oklahomans are used to turning to their portable radios in the tornado season. The ice storm reaffirms the importance of local radio in a time of crisis.

Blaise Labbe, KWTW-TV news director, says his company, Griffin Communications, relies on two networks of radio stations to connect to viewers who cannot watch their TVs. Griffin owns 45 radio stations around Oklahoma and has agreements with a number of metro radio stations in Oklahoma City. The TV station alerts the radio station when it is about to cover major events like press conferences from the power company or announcements and updates from Emergency Management Agency officials.

Glenn Schroeder, news anchor for KRMG Radio in Tulsa said his station's storm coverage has been "virtually non-stop since Sunday night. We realize that we are the source of information for a lot of people in times like this. Even when we go to our syndicated programs during the day, we come back every 15 minutes to update people on where they can get firewood, about new shelters opening up or where they can get something to eat."

Schroeder says people have come up to him to thank him for the station's work during and after the storm. "I was at a church yesterday and I ran into a number of people who thanked KRMG for letting them know where they could come to get help. They found the shelter because of radio."

"People still appreciate radio," Schroeder said. "It is old school communication, but it is something they know they can count on. One person told me yesterday they listened to us on an old hand crank radio."

### Getting Low-Tech to Reach People

Brent Hensley, general manager of KOCO-TV, says his station recognized that large numbers of people could not see the station's coverage, so the station installed special phone lines for viewers to call to get hourly updates on emergency, shelter and forecast information.

Hensley said KOCO, a Hearst-Argyle owned station, learned a lot about disaster coverage when a sister station in New Orleans endured Hurricane Katrina. In addition, it learned coverage tips, such as how to keep the online site constantly updated for people who had electricity at work.

"We realized the need to have a big supply of diesel fuel on hand before the storm since we have been on our own generator power since Sunday," he said. "We just

can't trust that the power won't go right back off once it is restored. We learned from other stations how to think of this as a marathon, not just something that we cover over a few days."

Stations know that viewers and online users may be watching their coverage at friend's houses elsewhere and at shelters. Worried families outside the coverage area can watch entire TV programs and listen to radio coverage all over the state.

#### Living at the Office

Newsrooms are finding space for their families during the storm. KWTW's Labbe said overnight producers and even the station's general manager did their best to grab some sleep in the general manager's conference room and office. "The GM slept in his office chair," Labbe said.

After a short warm-up today, another storm carrying up to five inches of snow is in the forecast for the Midwest this weekend. Newsrooms in more than a dozen states won't be putting away the cots anytime soon.

*The Poynter Institute is a school dedicated to teaching and inspiring journalists and media leaders. It promotes excellence and integrity in the practice of craft and in the practical leadership of successful businesses. It stands for a journalism that informs citizens and enlightens public discourse. It carries forward Nelson Poynter's belief in the value of independent journalism in the public interest.*

*Founded in 1975 by Nelson Poynter, chairman of the St. Petersburg Times and its Washington affiliate, Congressional Quarterly, the Institute was bequeathed his controlling stock in the Times Publishing Co. in 1978. As a financially independent, nonprofit organization, The Poynter Institute is beholden to no interest except its own mission: to help journalists seek and achieve excellence.*

Fishing for wheels: Radio station, car dealer help stroke survivor, mother of 3



Cathryn Hollabaugh and her new Ford Taurus courtesy of Carriage Nissan and 104.7-FM The Fish. Hollabaugh, a mother of three, won the car through the station's Fish Christmas Wish program.

**SCOTT ROGERS** (The Times)

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#### RELATED CONTENT

[Watch as Cathryn Hollabaugh explains how she came to be the owner of a 1998 Ford Taurus.](#)

**By Jessica Jordan**

[jjordan@gainesvilletimes.com](mailto:jjordan@gainesvilletimes.com)

POSTED Dec. 28, 2007 4:01 a.m.



Thanks to an Atlanta radio station, Cathryn Hollabaugh and Bob Powers traded in their walking shoes for car keys.

Last Friday, Hollabaugh, from Habersham County, and Powers, from Cumming, were told they each would get a car from Hall and Carriage Automotive Group in Gainesville through the radio station 104.7-FM, also called The Fish. Beginning in November, the Atlanta radio station's Fish Christmas Wish program fielded Christmas wish requests through its Web site.

Chad Davis, promotions director for The Fish, said the station received more than 1,200 wishes, and worked with listeners and advertisers to grant more than 300 Christmas wishes. Davis said requests ranged from help paying utility bills to dental services.

Jim Russum, vice president of Hall and Carriage Automotive Group on Browns Bridge Road, said that this year was the first his auto dealership joined the radio station in granting Christmas wishes. He said he aimed to give cars away that got good gas mileage and weren't too expensive to insure.

Hollabaugh and Powers didn't know it, but their names were submitted to the radio station as people who were in dire need of a car.

Michelle Barbree filled out the Fish Christmas Wish form for her good friend, Hollabaugh, who is a mother of three daughters. Hollabaugh's husband, Adam, serves in the National Guard in Winder and likely will be deployed to Afghanistan within the next year. Before receiving a red 1998 Ford Taurus from Carriage Automotive, the couple took turns driving their one car. It often put a strain on their jobs and in shuffling the children around.

"Me and my husband have shared one vehicle as long as I can remember ... and it was very trying as far as employment," Cathryn Hollabaugh said. "It has caused (my husband) to lose a lot of jobs. Getting to and from work is harder than it sounds when you have a big family and two working parents."

Cathryn Hollabaugh also said that while her husband went to drill in Winder for two to three days each month, she and the girls were stranded at home without a car. They had no means of transportation when they needed groceries or wanted to go to the park.

But last Friday, Cathryn Hollabaugh got a phone call from the "Kevin and Taylor in the Morning" show on 104.7 The Fish. She was told that Barbree secretly made a wish for her, and the radio station was going to make that wish come true.

"For The Fish to help with this was amazing," Hollabaugh said. "With this car, I can see things going in only one direction — forward. Every time I get in the car, I'm like 'Woo-hoo!'"

The mother of three added now that she has her own car, she is making plans to return to school.

The Hollabaughs weren't the only ones to be surprised with a car by the radio station. Zach Abernathy also secretly nominated his father-in-law, Bob Powers, 59. Powers suffered a stroke six years ago. His car broke down four months ago, putting him walking a mile each way from home to work five days a week.

Once the auto dealership and radio station selected Powers as one of its two car recipients, the station contacted Abernathy. He then phoned Powers to tell him he was the new owner of a dark green 1999 Oldsmobile.

"I was flabbergasted," Powers said. "It was a shock, a pleasant one, but still a shock. It was quite a thing for somebody to do."

Powers said having the car means an easier trip to work and to get groceries and medicine. It will also allow him to visit the doctor without inconveniencing family members for a ride.

"It's going to make my life a whole lot easier," he said. "And it will save some wear and tear on my legs. I can't thank them enough for it. I'm very grateful they chose me."

## **WPLR's Chaz & AJ raise 76,000 in cash and toys for needy kids**

This past Friday morning was the 5th Annual Cox Radio's 99.1 FM PLR Chaz & AJ Toy Drive for the Kids of Connecticut. The event raised nearly 76,000 dollars in cash and toys for needy children in Connecticut. Chaz & AJ collected new unwrapped toys for the children at the Rushford Center in Middletown, Children's Center in Hamden, The Boys & Girls Village in Milford, AIDS Project New Haven and countless families across Connecticut. Special guests that appeared included AG Richard Blumenthal performing his rendition of Santa Baby and "The Political Choir" with Secretary of State Susan Bysiewicz, The Mayors of New Haven, East Haven, West Haven, Shelton and Ansonia. There was also music provided by The Smithereens' Pat Dinizio. Live from LA, Bill Cosby, RC Smith from the Rachel Ray Show, local media stars, Santa, Mrs. Claus, Scrooge and more.



## Radio Show Host Launches Fundraiser for Fallen Officers' Families

Jim Canale, the Host of a Real Estate Show on WWDB AND WPEN, Has Come up with a Novel Way to Help the Families of Officers Killed in the Line of Duty.

PHILADELPHIA, Dec. 17 /PRNewswire-USNewswire/ -- Over the past fourteen years, 14 police officers have been killed in the line of duty in the City of Philadelphia. These brave men and women put themselves in harm's way to protect innocent people from violent criminals and, sadly, sometimes pay the ultimate price for their heroism. What most people don't know is that many of the slain officers have little, if any, personal life insurance, and the \$100,000 death benefit their families receive is inadequate to pay for future expenses.

That's why Canale, in conjunction with the Philadelphia Fraternal of Police, is hosting the first fundraiser to help families of slain police officers called, "Cashflow for Cops!--Helping the Families of our Fallen Heroes." It will take place on Friday, January 4, 6:30 PM to 10:30 PM at the Michael G. Lutz FOP Lodge # 5, 1336 Spring Garden Street in Philadelphia. For an entry fee of \$79.00 per person, participants will have a chance to play the popular board game "Cashflow 101" which is often described as "Monopoly on Steroids." Canale, who has personal and professional relationships with local law enforcement, will match the initial \$14,000 raised from registrations, with \$14,000 of his own money. (Seventy dollars from each \$79.00 fee will be donated to the FOP's Hero Scholarship Fund.) He will also donate an additional \$5,000 to the Cassidy Family Memorial Trust Fund in memory of Officer Charles Cassidy who was gunned down while trying to prevent a robbery at a Dunkin' Donuts.

In addition to playing the board game, there will be guest speakers and refreshments. Participants can also meet families of some of the slain officers, and learn some helpful tips for long-term financial stability. (Mayor-elect Michael Nutter has been invited to attend.)

"At some point you have to step up to the plate, and do what you can to support these brave men and women, who literally put their lives on the line everyday," said Canale. "When you look at the financial hardships the families of fallen officers have to face, you realize lack of money is a very real problem. Because of what they do, most companies won't even issue a life insurance policy to them, so when a tragedy occurs, it can mean financial ruin for the family," he added.

Canale was a former crisis specialist for the City of Philadelphia, and met his wife when she was the president of a non-profit organization called Concerns of Police Survivors. Together, they have dealt with many families of slain officers, including Officer Robert Hayes in 1993, among others. Canale's wife, Debbie lost her own father --- Philadelphia Police Officer David Sampson --- when he was hit by a drunk driver while assisting a motorist.

"Helping families has become a family affair for me, and also for my business partner, Joe Hurst, whose father was the past president of the FOP. I hope everyone will come out for this very special fundraiser, which means so much to the families we are supporting," Canale said.

For more information or to register for the event, visit [www.cashflowforcops.com](http://www.cashflowforcops.com), or call toll free (866) 522-2621 or (267) 231-3920.

Jim Canale is the host of The Real Estate Lifestyle Show on WPEN 950 AM, and WWDB 860 AM. He is also the author of Live the Real Estate Lifestyle: Seven Steps You Can Take Today to Leave the Rat Race and Start Living the Lifestyle You've Always Wanted.

Canale is a major real estate investor in the City of Philadelphia and is dedicated to helping working class people find safe, comfortable and affordable housing. Through his training programs, he also teaches people how to invest wisely and profitably in real estate.

Coverage is invited.

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Radio station helps bring entertainment to soldiers

[JOHNATHAN L. WRIGHT](#)

RENO GAZETTE-JOURNAL

Posted: 12/16/2007

A dozen local soldiers and sailors, as well as the units in which they serve, will soon be able to tune in and [phone](#) home.

The service members, all of whom are stationed in the [Middle East](#), will share more than 3,400 CDs and DVDs and more than \$1,000 in prepaid phone cards, donated by listeners of Cub Country 94.5 FM and other Northern Nevadans.

For the past two weeks, Tim Lynah and Malayna Kerton, hosts of Cub's Tim and Malayna Show, have urged listeners and others to fill collections boxes at the radio station, schools and [businesses](#) as part of their fourth annual Adopt-a-Troop Program.

Folks responded, and the boxes brimmed.

"By far, by leaps and bounds, this is the most successful Adopt-a-Troop we've ever had," Lynah said Saturday. "I'm astounded -- and grateful for the generosity of the community."

Family, friends and colleagues nominated service members and their troops for adoption. Kathy Hamilton, mother of Lance Cpl. Jeremy Z. Long, a Spanish Springs High School graduate and Marine killed in Iraq in August 2006, nominated her late son's unit. Another woman, while on air last Friday, nominated the troop of a relative recently deployed to the Middle East.

In all, 12 nominations were received, and 12 troops were adopted.

"There was just no way we could say no to anyone," Kerton said.

Some donated items were used, Lynah said, but many were new -- and highly desirable.

"We didn't get copies of 'Ishtar' and 'Leonard Part 6,'" Lynah continued, laughingly referring to two of the biggest stinkers in Hollywood history. "People were bringing in the latest 'Pirates of the Caribbean.' One man brought down actual DVD players. He said, 'Well, the troops better have something to play the movies on.' "

Lynah estimated the [value](#) of the donations at \$40,000.

Adopt-a-Troop grew out of conversations Lynah and Kerton had with service members who appeared on air when they returned home after tours of duty.

"One thing everyone said they really wanted was a source of entertainment between their long hours of duty," Lynah said.

Lynah attributed the surge in donations this year to the fact that after years of war in the Middle East, "everybody knows somebody over there at this point -- relative, friend, colleague, neighbor. People want to show the troops they're not forgotten."

On Monday, Lynah and Kerton will begin packing the donations for shipping (the cost of which will be paid, Lynah said, by the local [office](#) of the Jones Vargas law firm).

Once the CDs, DVDs and gift cards are packed, Lynah said he'll get his desk back.

"I don't have one anymore because it's buried under donations. But it's the best use that desk has ever had."

## **Radio host meets food collection goal early**

*By Sarah Light, staff writer*

Saturday, December 15, 2007 3:26 PM CST

Though living outside in freezing temperatures isn't something KQPR-FM's Ron Hunter plans on doing again anytime soon, in the end the experience was worth it, he said.

On Friday, the Power 96 disc jockey's quest to collect 5,000 pounds of food for the Albert Lea Salvation Army came to an end after he received 8,640 pounds of food.

"The people of this county are unbelievable," Hunter said. "The people didn't turn their backs on their neighbors; they really stepped up."

The 5,000-pound goal was met at about 10 a.m. Friday, but by about 3 p.m. that same day the numbers had surpassed 8,000 pounds.

"The food just kept coming in," he said.

Talking from inside the Power 96 radio station just a few hours after he completed his quest to raise the food, Hunter recounted his experiences out in the cold.

He talked about the generosity he received from people he didn't even know who brought him coffee and hot chocolate to stay warm in his shed outside the radio station. Other families brought warm food to him.

From across the community, he saw businesses and students from area schools step up to the plate by having food drives for the cause, and many gave even when they had little to give, he said.

"Doing something like this helps you restore your faith in humanity," Hunter said.

Several nights he said he woke up thinking, "What am I doing?" He would look down at his legal pad that had the number of pounds donated on it, and then he would begin to wonder if he would ever make the goal.

"It was so cold," he said.

But in the end, the unfavorable conditions paid off.

Salvation Army Capt. Jim Brickson said the food raised should go to serve about 180 families.

"I'm touched mentally and emotionally by the outcome," Brickson said. "This really was very successful."

The captain said when the idea for Hunter's food drive first came up, he didn't think it would be possible to reach the goal. But the people throughout the community proved him wrong, he said.

"Just to be asking for 5,000 and to have 8,000 show up," Hunter said. "It's unbelievable."

The food drive came at a time of shortages in food shelves across the country.

According to a Salvation Army news release, the organization nationwide “is seeing an unprecedented level of need this Christmas season. Between the mortgage crisis, home heating price increases and overall economic uncertainty, we are concerned that this need will continue into the New Year and beyond.”

This unprecedented level of need is hitting the Salvation Army’s Red Kettle Campaign hard as well.

Locally this year through the campaign, the goal is to raise \$131,000 for a myriad of assistance programs for the community. This includes after school and summer day care programs for low-income families, temporary shelter, rental and fuel assistance, a food pantry and budget counseling to help families achieve economic independence.

With just 10 days left in the campaign, only 61 percent of the total goal had been raised, Brickson said. And Angel Tree donations are down 15 to 18 percent of what they have been in previous years.

“But I have faith we’re going to make it,” he said.

This year, 328 families — including 625 children — have signed up for Christmas assistance through the Salvation Army. The distribution of toys and food baskets to this families will be Dec. 19 and 20.

To find out more about donating or volunteering with the Salvation Army, contact 373-5710.

<http://www.kotv.com/news/local/story/?id=141456>

## Radio Station Gives Families Warmth For One Night

KOTV - 12/12/2007 9:10 PM - Updated 12/12/2007 9:54 PM

While there are plenty of loose limbs around, dry wood is in short supply. The News On 6's Joshua Brakhage reports those outside the path of the storm are helping Tulsans keep warm tonight. When the power's out, a radio can be your only lifeline. On Wednesday, a radio station was more than that.

"This has affected everybody in Tulsa and we're just trying to meet the needs of this community any way we can," said Cox Radio Tulsa Vice President Dan Lawrie.

KRMG went looking for logs and found them.

"We have some friends in McAlester radio who got on the air and we purchased all this wood from families and people who were willing to drive up to Tulsa and sell us firewood," said Lawrie.

Dan Lawrie has been without power himself for three days and knows how much a warm fire can mean to families in the cold.

Car after car lined up for logs. More supplies came, courtesy of listeners willing to share their surplus. Volunteers stocked folks up with enough firewood to fight the cold and warm wishes to last even longer.

Watch the video: Tulsa Radio Station Helps Those In The Cold

<<http://www.kotv.com/e-clips/?id=10750>>

**More Aid For Northwest Flood Victims:** This time it's coming by the truckload, as **Fisher/Seattle** stations **KOMO** Radio and TV combined for a relief effort to aid victims of last week's killer floods in the region. The event was held in the parking lot of a local IKEA store and was by all accounts an overwhelming success. "Our goal was to fill one semi-truck with food, clothing, water, clean-up supplies, etc.," Fisher AM Group PD **Dennis Kelly** told **NTS Aircheck Today**. "Instead, we filled up *seven* semi-trucks with supplies! We actually ran out of trucks! Kelly reports that while seeing all the giving was gratifying, it was one very special donation that really touched him. "One little girl donated her favorite marble," reports Kelly. "I hand-delivered it myself last Friday in Centralia." KOMO's distribution of supplies to victims continues this week.



## Entravision to Hold 'Jugue-ton 2007'

### 12 Hour Charity Radiothon and Toy Drive Starts December 13

SANTA MONICA, Calif., Dec. 12 /PRNewswire-FirstCall/ -- Entravision Communications Corporation (NYSE:EVC) announced today the details for "Jugue-ton 2007," its 12-hour radiothon and holiday toy drive that supports local charities and families in need. Entravision's Spanish-language radio stations and television stations in each market will join together for the event, which is being held on Thursday, December 13.

Listeners and viewers can drop off a new toy or other donated goods like new clothes or canned food with Entravision's radio street teams at different locations throughout the day. Contributors can learn more about donating and additional details on specific drop-off locations by listening to and watching Entravision's participating radio and television stations.

Entravision's Super Estrella, La Tricolor, and Jose radio formats will all be participating in "Jugue-ton 2007." These radio stations, which total 34 nationwide, will be joined by 22 Entravision television stations in these markets. Together, they will be collecting toys and other goods to support local charities like the March of Dimes and the Lanterman Foundation in Los Angeles, the United Way in Monterey and Salinas, Toys for Tots in El Paso and the Chamber of Commerce in Denver.

"We're very proud of our ability to successfully bring our communities together for worthy causes and our 'Jugue-ton 2007' is no exception," said Jeffery Liberman, President of Entravision's radio division. "We are looking forward to Thursday's events and appreciate everyone's hard work, support and contributions for this noble cause."

Entravision's past fundraising initiatives have been tremendously successful. Most recently, dozens of radio and television stations participated in "Este 15 Va Por Tabasco," a charity initiative that raised money for the Red Cross to support the victims of flooding cause by Tropical Storm Noel in Tabasco, Mexico. The "Este 15 Va Por Tabasco" Radiothon raised more than \$52,000 in cash and more than two tons of canned food.

The markets that are participating in "Jugue-ton 2007" are:

- Albuquerque, NM - Super Estrella KRZY 105.9 FM and Jose KRZY 1450 AM;  
Univision KLUX Ch. 41 and Telefutura KTFQ Ch. 14
- Aspen, CO - La Tricolor KPVW 107.1 FM

- Denver, CO - Super Estrella KJMN 92.1 FM, La Tricolor KXPK 96.5 FM and Jose KMXA 1090 AM; Univision KCEC CH. 50 and 43, Telefutura KTFD Ch. 14
- El Centro/Yuma, CA - Super Estrella KSEH 94.5 FM, La Tricolor KMXX 99.3 FM; Univision KVYE Ch. 47 and Telefutura KAJB Ch. 54
- El Paso, TX - Super Estrella KYSE 94.7 FM, Jose KINT 93.9 FM; Univision KINT CH. 26 and Telefutura KTFN Ch. 65
- Los Angeles, CA - Super Estrella KSSE/KSSC/KSSD 107.1 FM and Oye 97.5 FM
- Las Vegas, NV - Super Estrella KRRN 92.7 FM, La Tricolor KQRT 105.1 FM; Univision KINC Ch. 15 and Telefutura KELV Ch. 27
- Lubbock, TX - Super Estrella KAIQ 95.5 FM, La Tricolor KBZO 1460 AM; Univision KBZO Ch. 51
- McAllen, TX - Que Pasa KKPS 99.5 FM, Super Estrella KNVO 101.1 FM, Mix KVLV 107.9 FM, "Q" KFRQ 94.5 FM The Rock Station; Univision KNVO Ch. 48, Telefutura KTFV Ch. 32 and KVTF Ch. 20, Fox Rio KHRIO Ch. 2
- Monterey/Salinas, CA - Super Estrella KSES 107.1 FM, La Tricolor KLOK 99.5 FM, Jose KMBX 700 AM; Univision KSMS Ch. 67 and Telefutura KDJT Ch. 33
- Palm Springs, CA - Super Estrella KLOB 94.7 FM; Univision KVER Ch. 4, KVES CH. 28 and Telefutura KEVC Ch. 5
- Phoenix, AZ - Super Estrella KVVA 107.1/KDVA 106.9 FM, La Tricolor KLNZ 103.5 FM
- Reno, NV - La Tricolor KRNK 102.1 FM; Univision KNVC Ch. 48 and KNVV Ch. 41
- Sacramento, CA - Super Estrella KYSE 104.3 FM, La Tricolor KRCX 99.9 FM
- Stockton/Modesto CA - Super Estrella KTSE 97.1 FM, La Tricolor KMIX 100.9 FM and Jose KCVR 98.9 FM and 1570 AM

About Entravision

Entravision Communications Corporation is a diversified Spanish-language media company utilizing a combination of television, radio and outdoor operations to reach Hispanic consumers across the United States, as well as the border markets of Mexico. Entravision is the largest affiliate group of both the top-ranked Univision television network and Univision's TeleFutura network, with television stations in 20 of the nation's top 50 Hispanic markets. The company also operates one of the nation's largest groups of primarily Spanish-language radio stations, consisting of 48 owned and/or operated radio stations. The company's outdoor operations consist of approximately 10,600 advertising faces concentrated primarily in Los Angeles and New York. Entravision shares of Class A Common Stock are traded on The New York Stock Exchange under the symbol: EVC.

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Web site: <http://www.entravision.com/>

## **Liberty Corporation Television Stations to Provide Free Air Time to Federal Political Candidates; Enhanced News Coverage of Political Process Planned**

GREENVILLE, S.C. -- The Liberty Corporation (NYSE:LC) today announced that its 15 television stations, all network affiliates, will provide free air time to federal candidates as well as qualified candidates in significant state and local races with the goal of raising awareness and understanding of issues important to the electorate in Liberty's markets. Liberty Corporation is also announcing a commitment to enhanced daily news coverage of the political process on air and online throughout the campaign period.

In markets with contested federal races and significant state and local contests, Liberty stations will provide a minimum of 60 minutes of dedicated air time per week during the 30 days prior to the general election. That time will take the form of interviews, debates, forums, town hall meetings, and interactive question and answer sessions where viewers have an opportunity to put questions directly to candidates.

As part of its 2004 political awareness commitment, each Liberty station has developed a comprehensive on air and online political news coverage plan. Each plan is tailored to the unique needs of the market calling for enhanced, in-depth coverage of local candidates and issues.

Voters in Liberty's markets will benefit from air time dedicated to political programming as well as enhanced news coverage of election issues and political developments as part of regularly scheduled news programming and web content leading up the general election.

A major group broadcaster, Liberty owns fifteen network-affiliated television stations, including eight NBC affiliates (WAVE-TV, Louisville, KY; WIS-TV, Columbia, SC; WLBT-TV, Jackson, MS; WFIE-TV, Evansville, IN; WSFA-TV, Montgomery, AL; KCBD-TV, Lubbock, TX; WALB-TV, Albany, GA and KPLC-TV, Lake Charles, LA); five ABC affiliates (KLTV-TV, Tyler, TX; KTRE-TV, the satellite affiliate of KLTV in Lufkin, TX; WLOX-TV, Biloxi, MS; WWAY-TV, Wilmington, NC and KAIT-TV, Jonesboro, AR); and two CBS affiliates (WTOL-TV, Toledo, OH and KGBT-TV, Harlingen, TX).

For further information about Liberty, visit the corporate website, <http://www.libertycorp.com>.

The Private Securities Litigation Reform Act of 1995 provides a "safe harbor" for forward-looking statements. Certain information contained herein or in any other written or oral statements made by, or on behalf of the Company, is or may be viewed as forward-looking. The words "expect," "believe," "anticipate" or similar expressions identify forward-looking statements. Although the Company has used appropriate care in developing any such forward-looking information, forward-looking information involves risks and uncertainties that could significantly impact actual results. These risks and uncertainties include, but are not limited to, the following: changes in national and local markets for television advertising; changes in general economic conditions, including the performance of financial markets and interest

rates; competitive, regulatory, or tax changes that affect the cost of or demand for the Company's products; and adverse litigation results. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future developments, or otherwise.

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## **Scripps Giving Free Airtime to Presidential Candidates**

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### **Democracy 2008 Initiative to Provide Five Minutes for Each Candidate on Nine Stations for 30 Days Prior to Election**

*By Alex Weprin -- Broadcasting & Cable, 2/27/2008 3:41:00 PM*

As part of its "Democracy 2008" initiative, the nine [E.W. Scripps](#) broadcast stations will make free primetime space available for the eventual 2008 presidential candidates.

The stations will make five minutes of airtime available to both candidates from 5 p.m.-11:35 p.m. for the 30 days prior to the general election.

"Democracy 2008 was developed in support of our responsibility as journalists and broadcasters to promote public discourse and a strong democracy," said [Bill Peterson](#), senior vice president for the Scripps television-station group. "This initiative will concentrate on bringing individual citizens and groups of citizens into an active dialogue with candidates."

Rather than simply filling the time with campaign ads, the networks are hoping to form a more constructive dialogue by featuring extended interviews, issue statements and responses to citizens' inquiries during the airtime allotted for the initiative. When possible, issues of local importance will be emphasized.

Scripps will launch Democracy 2008 sections on participating station sites to coincide with the on-air initiative.

The company used a similar free-airtime policy during the 2000, 2002, 2004 and 2006 elections.

The participating stations are the company's six ABC-affiliated stations ([WXYZ Detroit](#); [WCPO Cincinnati](#); [WEWS Cleveland](#); [WFTS Tampa](#)

## GRANITE TO OFFER FREE TIME TO CANDIDATES

TVNEWSDAY, Mar. 17, 11:34 AM ET

Every week during the six weeks preceding the general election, major candidates will have two minutes to respond to specific questions regarding issues of local and national significance.

By Staff

Granite TV stations in New York, California, Illinois, Indiana, Minnesota, Wisconsin and Michigan will again offer free air time to political candidates in the weeks leading up to elections.

The stations will select the federal, state and/or local political races to be featured in the program series.

Every week during the six weeks preceding the general election, major candidates will have two minutes to respond to specific questions regarding issues of local and national significance. Stations will make their production facilities readily available for the candidates to record their statements. Following production, Granite said the candidates' statements will be heavily publicized and regularly scheduled during newscasts or other highly viewed programming.

In addition to on-air exposure, candidate responses will also be available for viewing on station Web sites through Nov. 4. The production, promotion and airing of the statements will all be provided free-of-charge as a public service to the local communities.

W. Don Cornwell, chairman-CEO of Granite, said: "We're excited to be able to extend our journalistic responsibility by providing the local communities we serve with this level of informative political coverage. By showcasing the various candidates across our television station group, we continue to expand our dialogue with the voting public."

Additional information about the candidate political program will soon be available on individual station Web sites.

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This article can be found online at: <http://www.tvnewsday.com/articles/2008/03/17/daily.10/>.

Please visit <http://www.tvnewsday.com/> for more on this and other breaking news concerning the TV broadcasting industry.



April 24, 2008  
For Immediate Release

Contact: Alan Frank  
Phone Number: (313) 223-2260

**ELECTION 2008**  
**POST-NEWSWEEK STATIONS BUILDS ON STRONG TRADITION**  
**OF ELECTION COVERAGE ON-AIR AND ON THE WEB**

POST-NEWSWEEK STATIONS, a long time leader in comprehensive election coverage, continues that tradition this election year with a focus on connecting voters with candidates. This focus continues not only over the air, but also with comprehensive interactive components through station websites.

"We understand the importance of providing access to the candidates and we also know that there are significant issues voters want the candidates to hear," said Alan Frank, President, Post-Newsweek Stations. "Our goal is to bring the two sides together so that voters can make the most informed decisions. That's our responsibility as news and public affairs leaders."

"It's all about the voter," said Deborah Collura, VP of News, Post-Newsweek Stations. "This is an emotionally charged election year for the people in our communities, and voters are deeply interested in the economy, the future of our country, and how the next person in office will affect their jobs, housing, and their families. We must strive to capture those interests and concerns in our everyday political reports."

The campaign for 2008 will feature innovative ways to get the message out to voters. As a dominant part of Post-Newsweek's successful program, once again each station will devote at least ten minutes per weekday to locally



produced political news coverage during this political season. The coverage will continue throughout the entire broadcast day from the all important early morning news to the early evening and late newscasts.

In addition to offering candidates the opportunity for **On-air Debates**, Post-Newsweek stations will continue their ground-breaking program offering **Free Air Time** and **Free Web Time** opportunities to candidates, giving candidates a unique ability to directly address viewers and describe why voters should cast their vote for them.

Stations will gauge what voters really think of important issues in their communities. Other unique ways Post-Newsweek stations are getting the message out are by choosing items from a menu that includes: **Voter's Voice** – allowing viewers to ask questions directly to candidates through the stations; **Voter Video Patrol** – giving cameras to voters to take into their neighborhoods and document issues facing their communities to show candidates what voters are concerned about; **Ad Watch** and **Truth Test** – checking the facts on political ad claims; **Candidate Comparisons** – comparing candidates history and political positions side by side; and **The Ultimate Voter Guide** – a step-by-step complete resource guide designed to help voters sort through their ballot type, operation of their voting machine, and information regarding their polling location.

In addition, Post-Newsweek stations will continue to expand their already extensive on-line coverage of the elections with a high-profile political section featuring candidate biographies, political blogs, streaming video and **The Ultimate Voter Guide**.

At the center of all Post-Newsweek's efforts – within newscasts, primetime debates, free air time programs, and interactive coverage on their websites – will be the goal of facilitating the direct connection between voters and candidates.

Post-Newsweek Stations owns and operates WDIV in Detroit, WPLG in Miami, WKMG in Orlando, WJXT in Jacksonville, KPRC in Houston and KSAT in San Antonio. Post-Newsweek is the broadcast division of the The Washington Post Company.